



CASE STUDY

Wyndham Richmond Airport

Wyndham Richmond Airport Implements *EarthSmart* Program



Wyndham Richmond Airport in Richmond, Virginia, is a certified member of the Virginia *environmentaLodging* program. They've implemented a series of common-sense pollution prevention measures at their facility that are saving money and helping the environment.

Implementing these practices has been assisted by the encouragement of their larger corporate management at Wyndham Hotels & Resorts. Wyndham recently developed its own environmental protection program called *EarthSmart*.

Through *EarthSmart*, the primary focus is on optional linen service. However, the message received by Wyndham's guests is that Wyndham cares about their concerns for the environment.

EarthSmart

At Wyndham, we know that many of our guests are interested in helping to protect the natural resources of our planet. That's why we've instituted a new program-- *EarthSmart*—that can help reduce the amount of water, energy and detergents that we use daily.



EarthSmart operates like many other optional linen services, where guest and staff instruction is the key to success. *EarthSmart* flyers are in each of the rooms – guest hang towels up that they want to keep, and the new facility standard is now to change bed linens every three days.

John Cario, the General Manager reports a win-win for the facility. "Our customers are pleased. The staff workload for cleaning rooms has been reduced. We use less water, less energy, less detergent. We spend less time folding laundry and the towels and sheets last longer. What could be better than that!"

Below are several additional practices that have been implemented at Wyndham Richmond Airport.

- Energy efficient lighting - retrofitted property with fluorescent lights
- Optional laundry services (new Wyndham Hotels EarthSmart program)
- Use of glasses and mugs versus disposables in rooms/conferences
- Food inventory management - effective bulk purchasing
- Kitchen grease recycling
- Cardboard recycling
- Preventive maintenance of all vehicles and equipment
- Low impact landscaping



For more information:

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